



Sage Direct, Inc. Move Update Letter of Explanation

The USPS requires all addresses, which are used in mailings with reduced postal rates, be updated using an approved USPS method within 95 days of the mailing.

The consequences of not correcting your mail can result in one or more of the following:

1. A monetary penalty by the post office.
2. Withdrawal of the privilege of using reduced mail rates.

Note: Mail will continue to be mailed at the current first class rate until the post office feels the issue of failing to update has been resolved.

Why each client must fill out the Certification of Move Update:

If a mailing does not pass a postal inspection, Sage will need to prove to the USPS that Sage Direct is not the mail owner and that Sage is not responsible for updating the addresses. If there is a problem with one client's mail, while using our permit account, the USPS could refuse other mailings from Sage and it could jeopardize our ability to mail at reduced rates for all of our clients until the matter is resolved.

The ancillary endorsement "Return Service Requested" is an appropriate form of the "Move Update" requirement if the addresses are updated when returned to the mail owner (you). When you sign the "Certification of Move Update Compliance" you are assuming responsibility as the mail owner to update and correct addresses on your mail lists.

For the protection of all our clients, Sage Direct must require each client to sign the "Certification of Move Update Compliance" on a yearly basis.

Send completed form to:

Sage Direct, Inc.
Ann Marie Priddy, General Manager
3400 Raleigh Ave SE
Grand Rapids, MI 49512
Fax #: 616-588-3607